

Message Text

UNCLASSIFIED

PAGE 01 DHAHRA 00448 160956Z

ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W

-----161229Z 108750 /15

R 160915Z APR 77

FM AMCONSUL DHARAHAN

TO USDOC WASHDC

INFO SECSTATE WASHDC 5374

AMEMBASSY JIDDA

USLO RIYADH

UNCLAS DHARAHAN 0448

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: OH THOSE GOLDEN ARCHES -- SAUDI SEEKS MACDONALD

FRANCHISE

1. POST HAS BEEN APPROACHED BY ABDULLA AL-RASHID OF AL-RASHID GENERAL TRADING CORPORATION REGARDING MACDONALD HAMBURGER FRANCHISE FOR DATMAM/KTOB AREA. AL-RASHI'S REP HAD APPROACHED MACDONALD'S DIRECTLY IN FEBRUARY AND WAS TOLD THAT US COMPANY DID NOT THINK THAT SAUDI ARABIA WOULD BE READY FOR THE FAMED GOLDEN ARCHES FOR ANOTHER FIVE YEARS. REASON GIVEN WAS THAT EXPAT POPULATION HERE TO YMALL TO SUPPORT SUCH AN ENTERPRISE. ACCORDING TO AL-RASHID, MACDONALD BASED ITS OBSERVATION ON MARKET INVESTIGATION MADE LATE 1975 OR EARLY IN 1976.

2. APPRECIATE USDOC PURSUING MATTER WITH MACDONALD. WE MAKE NO CLAIM TO BE FAST-FOOD MARKETING EXPERTS, BUT WE THINK EASTERN PROVINCE IS OVER-RIPE FOR MACDONALD-STYLE OPERATION. POST ESTIMATES THERE ARE OVER 15,000 AMERICANS HERE AND THERE ARE AT LEAST THAT NUMBER OF WEST EUROPEANS WHO ARE FAMILIAR WITH MACDONALD'S PRODUCTS. MOREOVER, THERE IS AN AFFLUENT UNCLASSIFIED

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SAUDI POPULATION THAT WOULD BECOME EAGER FOLLOWERS OF RODNEY MACDONALD IF GIVEN A CHANCE. IN BRIEF, US PRODUCTS WIN QUICK MARKET ACCEPTANCE HERE SO WHY NOT MACDONALDS IN A MARKET THAT SEEMS READY FOR THE TYPE OF PRODUCT THAT THE US COMPANY SELLS SO WELL.

3. AL-RASHID WILL CONSIDER OTHER US FAST-FOOD LEADERS

IF MACDONALD STILL NOT INTERESTED. APPRECIATE USDOC
RAISING SUAID COMPANY'S INTEREST WITH BURGER KING
(INDIANAPOLIS) OR BURGER CHEF (PILLSBURY IN MINNEAPOLIS).
RE BURGER KING, POST RAISED SIMILAR QUESTION AS AL-RASHID'S
WITH JAY LAHR, DIRECTOR INTERNATIONAL TRADE DIVISION,
STATE OF INDIANA'S DEPARTMENT OF COMMERCE (TEL: 317-633-4539)
AND NEVER RECEIVED A REPLY. LAHR UNDERSTANDS MARKET POTENTIAL
HERE AND HAS WORKING RELATIONSHIP WITH BURGER KING SO
DEPT MIGHT ASK HIM FOR ASSISTANCE.
BUSHNELL

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Message Attributes

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Disposition Event:
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